

UNITED STATES SPORTS ACADEMY

America's Sports University®



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FOR IMMEDIATE RELEASE

6 January 2011

Presentation of Alabama Football Coach Paul “Bear” Bryant’s System of Winning

DAPHNE, Ala.— For the first time, Dr. E. Gaylon McCollough is speaking about what legendary Alabama football coach Paul “Bear” Bryant taught his players about winning in the games of football, business and life.

McCollough will reveal Bryant’s secrets to success in a presentation, “Coach Paul ‘Bear’ Bryant: Grandmaster of Mind Over Matter,” at 10:30 a.m. Tuesday, Jan. 25 at the United States Sports Academy, which is located at One Academy Drive in Daphne, Ala. The event is free and open to the public.

McCollough has condensed from Bryant’s playbook on his system of winning into 46 short lessons, which he first explained in November at a Gulf Coast Athletic Club meeting in Gulf Shores, Ala.

Based largely on his insightful book, “The Long Shadow of Coach Paul ‘Bear’ Bryant,” McCollough draws on his experiences as a center who played on Alabama’s 1964 National Championship team. He won All-America honors as a player and student and was drafted by the Dallas Cowboys. Later, McCollough became a confidant of Bryant’s as one of his doctors.

“I wanted to do something on Bryant that people could use to teach their children or grandchildren or use in their own everyday life,” says McCollough, an internationally known facial plastic surgeon, teacher, author and motivational speaker who is also a United States Sports Academy Board of Visitors member. “I know a few of the little known facts that made him the winner he was. He had a system of winning that could and should be carried into the game of life.”

McCollough starts his motivational talk with a story about how sports writers frequently asked Bryant: “Coach, what’s the secret to your success?” Bryant would invariably glare at them and in a low growl give his pat answer: “If I knew, I sure as hell wouldn’t tell you.”

But Bryant did know and he drilled his winning system into his players, like McCollough. The coach would often tell his players that he was teaching them things they needed to live by after football, McCollough says.

Throughout the presentation, McCollough paints vivid pictures with words to illustrate Bryant's sage lessons on being prepared, making the right choices, adapting to change, conducting yourself like a winner, never giving up and so forth.

Coach Bryant never stopped teaching and McCollough recalls the last time he wore an Alabama uniform he learned Lesson #46.

In the Jan. 1, 1965 Orange Bowl between Alabama and Texas, McCollough lined up at center on fourth-and-goal on the 1-yard line. He was snapping to future NFL Hall of Fame quarterback Joe Namath, who planned a quarterback sneak. Namath appeared to slip across the goal line to complete an incredible comeback to defeat Texas on the game's last play. But the referee marked the ball six inches shy of the end zone.

Walking off the field, one of the Alabama players shouted, "We scored Coach!" Bryant shot back, "Well, if we walked it in there would never be a question about it, would there?"

Translation by McCollough: "To win in football, business or life, always go beyond what's expected and never leave any room for doubt."

The United States Sports Academy is an independent, non-profit, accredited, special mission sports university created to serve the nation and world with programs in instruction, research, and service. The role of the Academy is to prepare men and women for careers in the profession of sports. For more information about the Academy, call 251-626-3303 or visit www.ussa.edu.

WHAT: Presentation, "Coach Paul 'Bear' Bryant: Grandmaster of Mind Over Matter," by Dr. E. Gaylon McCollough on legendary Alabama football coach Paul Bear Bryant's system of winning.

WHEN: 10:30 a.m. Tuesday, Jan. 25

WHERE: United States Sports Academy, One Academy Drive, Daphne, Ala.

COST: Free

DETAILS: 251-626-3303, ext. 7206 or communications@ussa.edu

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